

CHAPTER III

RESEARCH METHOD

A. Research Design

The research design used to achieve the result in this study is qualitative research. Qualitative research is an approach for exploring and understanding the meaning individual or groups ascribe to a social or human problem. The process of research involves emerging questions and procedure, data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data. The final written report has a flexible structure. Those who engage in this form of inquiry support a way of looking at research that honors an inductive style, a focus on individual meaning, and the importance of rendering the complexity of a situation (Creswell, 2014).

Analysis content has become an underutilized approach to qualitative research. Content analysis is a highly flexible research method that has been widely used in library and information science (LIS) studies with varying research goals and objectives (White & Marsh, 2014).

B. Object

The object in this study were ten TikTok accounts contain of learning English, namely @antonioparlanti, @andreaaholmenglish, @blackscreenenglish, @mikethechameleon, @speakenglishwithzach, @kampunginggrislccom, @jagobahasacom, @englishacademy_id, @zulfazida, and @englishvit.com. The researcher chose five international TikTok accounts and five Indonesian TikTok accounts. Researchers chose these ten TikTok accounts based on the consistency of uploading videos and includes in top tier accounts. For this reason, researcher feels the need to observe and find out what are the contents of these ten accounts as digital sources for learning English.

C. Data Collection

In order to make the available data for this research, the researcher needs the source of the data. The data in this study is to analyze the content of TikTok accounts that appropriate for learning English. After analyzing the content of TikTok accounts, the researcher described the data in descriptive form.

D. Technique of Data Collection

The technique used in this research is documentation. According to Sugiyono (2019), A document is a summary of the past. Documents might be written pieces, images, or a person's enormous works. The creation of a document in the form of a creative work, such as a painting, sculpture, or

film. In qualitative research, documentation is a supplement to the use of observational techniques and interviews. The data were collected from video recording or taking pictures of TikTok accounts that appropriate for learning English.

E. Data Analysis

Data analysis means processing data, organizing data, and breaking it into smaller units. This research firstly gathers the data from observing various TikTok accounts that has English language as its primary content. Secondly, the videos are then catalogued and analyzed about its contents.

The information used in the study's analysis serves as its foundation. In essence, the outcome of this investigation is assessed to determine whether or not the subject is viable. Since this research is qualitative, it relies on non-numerical information to form its conclusions. This study will classify and organize the aforementioned data.

According to Miles & Huberman (2014), analytic methods used in qualitative research include:

1. Data Reduction

Data reduction is an analytical technique that categorizes, directs, eliminates superfluous information, and organizes reduced data to produce a clearer picture of the observations into themes. In this process, the information is chosen, condensed, shortened, and targeted at the key research issue. After gathering the data, the researcher looks

over the different TikTok accounts to make sure the data can be used to learn English.

2. Data Display

In qualitative research, linkages between categories, tables, charts, and brief descriptions are used to show data. These data are grouped and arranged through presentation in a way that makes them simpler to comprehend. The data display is done after the data has been reduced. The data obtained from the documentation is analyzed and then presented in the form of a description.

3. Conclusion/Verification

Conclusion involves reaching conclusions and providing support. The initial inferences made are still tentative and subject to revision if sufficient data are not obtained to justify the next round of data collecting. In qualitative research, conclusions can address the question that was posed at the outset. Based on the data that has been reduced and presented, the researcher draws conclusions that are supported by substantial evidence at the data collection stage. The conclusion is the answer to the research question that have been expressed by the researcher in the beginning.

The steps involved in gathering data, processing it, visualizing it, and deriving conclusions can be summarized as follows:

1. The researcher taking all the data of the TikTok accounts that can be used for learning English.
2. The researcher watching videos of the selected TikTok accounts.
3. The researcher identifying the selected TikTok accounts that can help students to learn English.